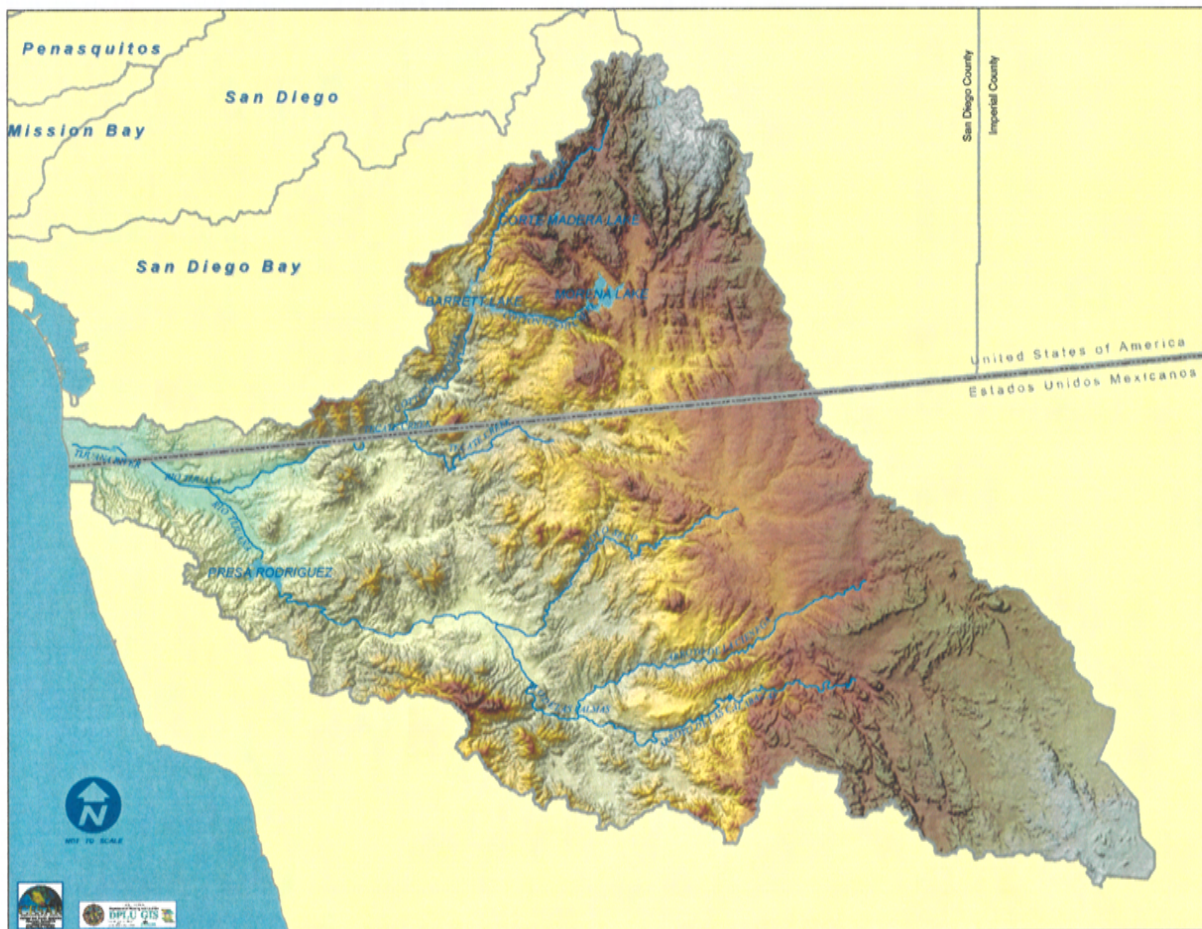


# THE WATERSHED URBAN RUNOFF MANAGEMENT PROGRAM

## TIJUANA RIVER WATERSHED



Prepared by

***City of Imperial Beach (Lead)  
City of San Diego  
County of San Diego***

Prepared in Partial Fulfillment of the  
Requirements of the Regional Water Quality Control Board  
Municipal Stormwater Permit Order No. 2001-01

# WATERSHED URMP

## FOR THE TIJUANA RIVER WATERSHED

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# WATERSHED URMP

## FOR THE TIJUANA RIVER WATERSHED

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### EXECUTIVE SUMMARY

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The San Diego Regional Water Quality Control Board issued Municipal Storm Water Permit Order 2001-01 (Municipal Permit) on February 21, 2001 in an attempt to control waste discharges in urban runoff from the Municipal Separate Storm Sewer Systems (MS4) that drain into the watersheds of the County of San Diego, incorporated cities of San Diego County and the San Diego Unified Port District.

This Watershed Urban Runoff Management Program for the Tijuana River watershed (Tijuana River Watershed URMP) includes material that describes the Tijuana River Watershed Copermittees' intended approach to meeting their watershed-related Municipal Permit obligations as specified under Sections J, K and L of the Municipal Permit. This material is submitted pursuant to the Municipal Permit, and is subject to Section R.2 of the Municipal Permit concerning enforceability. This document also includes material describing the Tijuana River Watershed Copermittees' plans to go beyond the requirements of the Municipal Permit. This additional material is provided for information only and is not submitted pursuant to the Municipal Permit. These two kinds of material are interwoven in this document.

In order for a plan to be successful, clear goals and objectives must first be established, agreed to and implemented by the Tijuana River Watershed Copermittees. Otherwise, program activities and tasks are adopted without an understandable purpose or clear direction. The Tijuana River Copermittees have defined the following goal and objectives for this Watershed URMP:

- Program Goal:** To positively affect the water quality of the Tijuana River watershed while balancing economic, social and environmental constraints.
- Objective #1:** Develop/expand methods to assess and improve water quality within the watershed.
- Objective #2:** Integrate watershed principles into land use planning.
- Objective #3:** Enhance public understanding of sources of water pollution within the watershed.
- Objective #4:** Encourage and enhance stakeholder involvement within the watershed.

The Tijuana River watershed, which is also named the Cottonwood-Tijuana watershed, encompasses a region of approximately 1,750 square miles on either side of the California – Baja California border, and in terms of water quality is probably considered the most severely impacted watershed in San Diego County. Portions of many jurisdictions with land use authority lie within the boundaries of the Tijuana River watershed. Specifically, the City of Imperial Beach, the City of San Diego, the County of San Diego and Mexico.

Existing data suggests that the principal water quality issues found in surface runoff and flows within the watershed include bacteria, pesticides, eutrophication, toxic substances and trash. These have been identified as issues due to their impacts to the habitat value to water bodies and potential for impact on recreation opportunities in inland and coastal waters within the watershed. Of these, only trash was not identified as a high priority. A complete discussion of the data sources and the first year analyses conducted as part of their program, including prioritization of impacts are included in Sections 3 and 4 of this document.

Based upon the analysis presented, the Tijuana River Watershed Copermittees have proposed various activities that will be conducted to facilitate efforts in addressing the high priority water quality issues. In summary, these activities include implementation of the South Bay Coastal Ocean Observing System Project, investigating the feasibility of a base-line water quality monitoring program, watershed data management and collection and a regional integrated pest management campaign. A complete discussion of these, and other activities are included in Section 5 of the Watershed URMP.

Further, the Watershed URMP includes a discussion of how the Tijuana River Watershed Copermittees are integrating watershed principles into land use planning, including updating existing comprehensive plans to include goals and policies that address water quality, data sharing amongst Tijuana River Watershed Copermittees and jurisdictional attendance in watershed forums. Section 6 of the Watershed URMP provides a complete discussion of these and additional activities that are proposed by the Tijuana River Watershed Copermittees.

The Watershed URMP also includes a description of the public outreach efforts that have been and will be utilized to try and encourage stakeholder involvement. Such efforts include Project Clean Water, watershed forums/stakeholder meetings, attendance at Watershed Advisory Committee meetings and public hearings. A complete discussion of these activities is included in Section 7 of the document.

Section 8 discusses the importance of education and how it is the basis for changing people's behavior. The section also details the on-going and proposed educational efforts that Tijuana River Watershed Copermittees intend to implement as part of the program.

*A complete summary of all the activities identified in this Watershed URMP can be found in the Summary of Activities below.*

The strategy to evaluate the effectiveness of the Watershed URMP includes developing objectives that are measurable, have an expected outcome and an established preliminary performance standard as an indicator of meeting or exceeding expectations. Section 9 of the document provides a discussion of the Tijuana River Watershed Copermittees evaluation strategy as well as discussion of the justification, expected outcome and performance measure for each of the defined Watershed URMP objectives.

This document is not a complete description of all water quality-related or all watershed programs planned or implemented by the Tijuana River Watershed Copermittees. The Tijuana River Watershed Copermittees' commitment to water quality and broader environmental quality policies encompasses many programs already in existence, many of which are working toward complementary objectives and policies. The Tijuana River Watershed Copermittees have had habitat or species protection, resource conservation, or regional planning programs in place for

many years. These programs address many of the same issues that watershed management programs address.

### **Summary of Activities**

<b>OBJECTIVE #1:</b>	<b>DEVELOP/EXPAND METHODS TO IMPROVE WATER QUALITY WITHIN THE WATERSHED.</b>
<b>Activity:</b>	Implementation of the South Bay Coastal Ocean Observing System Project (refer to Section 5.b.1 for details)
<b>Completion:</b>	Bacteria-monitoring component completed by September 2004.
<b>Lead Agency:</b>	City of Imperial Beach
<b>Tracking:</b>	Task completion (Y/N)
<b>Activity:</b>	Data Analysis and Management Project. (Refer to Section 5.b.2 for details)
<b>Completion:</b>	Ongoing as time and resources permit
<b>Lead Agency:</b>	County of San Diego
<b>Tracking:</b>	Measure as progress towards completion of subtasks
<b>Activity:</b>	Integrated Pest Management Campaign (refer to Section 5.b.3 for details).
<b>Completion:</b>	December 2005
<b>Lead Agency:</b>	County of San Diego
<b>Tracking:</b>	Task completion (Y/N)
<b>Activity:</b>	Toxicity Identification Evaluation for <i>Ceriodaphnia Dubia</i> (refer to Section 5.b.4 for details).
<b>Completion:</b>	January 2004 (assuming sufficient sampling can be collected)
<b>Lead Agency:</b>	County of San Diego
<b>Tracking:</b>	Task completion (Y/N)
<b>Activity:</b>	Encourage cross-border relations (refer to Section 5.b.5 for details).
<b>Completion:</b>	On-Going
<b>Lead Agency:</b>	County of San Diego
<b>Tracking:</b>	Task completion (Y/N)

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**OBJECTIVE #2: INTEGRATE WATERSHED PRINCIPLES INTO LAND USE PLANNING**

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**Activity:** County of San Diego General Plan update (see Section 6.a.3 for discussion).

**Completion:** General Plan adoption March 2004 (estimate)

**Lead Agency:** County of San Diego

**Tracking:** Task Completion (Y/N) – Provide a list of the goals/policies.

---

**Activity:** City of San Diego General Plan update (see Section 6.a.2 for discussion).

**Completion:** General Plan adoption January 2005 (Estimate)

**Lead Agency:** City of San Diego

**Tracking:** Task Completion (Y/N) – Provide a list of the goals/policies

---

**Activity:** Examine the feasibility of a written agreement between Copermittees (see Section 6.c.1 for discussion).

**Completion:** January 2005

**Lead Agency:** County of San Diego

**Tracking:** Task Completion (Y/N) – copy of agreement or reason why document is not needed.

---

**Activity:** As appropriate, specific data, information, and/or recommendations will be developed or compiled during the water quality assessment process and distributed to each jurisdiction's respective planning departments (see Section 6.c.2 for discussion).

**Completion:** On-Going

**Lead Agency:** Each Copermittee is equally responsible for activity completion

**Tracking:** Jurisdiction shall provide annual tracking information of the materials that have been shared.

---

**Activity:** As necessary, jurisdictional storm water managers will establish new/attend existing forums to ensure effective communication with planning staff both jurisdictionally and on a watershed basis (see Section 6.c.3 for discussion)

**Completion:** On-Going

**Lead Agency:** Each Copermittee is equally responsible for activity completion

**Tracking:** Track the number of forums attended.

---



**Activity:** The Tijuana River Watershed URMP workgroup will continue to coordinate the implementation of the activities that are outlined in the document (see Section 6.d for discussion)

**Completion:** On-Going

**Lead Agency:** City of Imperial Beach

**Tracking:** Meeting dates and minutes

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**OBJECTIVE #3: *ENHANCE PUBLIC UNDERSTANDING OF SOURCES OF POLLUTION WITHIN THE WATERSHED***

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**Activity:** Incorporate general watershed concepts and principles into jurisdictional education activities (Refer to Section 8.d for details).

**Completion:** On-Going

**Lead Agency:** Each Copermittee is equally responsible for activity completion

**Tracking:** Task Completion (Y/N) – description of educational activities that reflect general watershed concepts, pollutions, etc.

---

**Activity:** Incorporate watershed principles including hands on activities in local waterways into water cycle element being developed for integration into the San Diego School District curriculum (Refer to Section 8.d for details).

**Completion:** September 2002 – January 2005

**Lead Agency:** City of San Diego

**Tracking:** Task Completion (Y/N) – Identify elements reflecting watershed principles.

---

**Activity:** Pest Management Guide (Refer to Section 8.d for details).

**Completion:** July 2004 – December 2005 (guide development). Distribution would be a subsequent and ongoing task.

**Lead Agency:** Each Copermittee is equally responsible for activity completion

**Tracking:** Task Completion (Y/N) – Types of materials, number of copies and distribution list

---

**Activity:** Develop region-wide poster, which identifies watersheds and receiving waters to be used in outreach events (Refer to Section 8.d for details).

**Completion:** January 2004 – January 2005

**Lead Agency:** Each Copermittee is equally responsible for activity completion

**Tracking:** Task Completion (Y/N)

---

## TIJUANA RIVER WATERSHED URMP

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**Activity:** Tailor watershed messages and regular activities as well as identify appropriate every-day practices, which address the most critical needs in receiving waters associated with the watershed (Refer to Section 8.d for details).

**Completion:** July 2004 – June 2005 Brochure development. Distribution would be a subsequent/ongoing task

**Lead Agency:** Each Copermittee is equally responsible for activity completion

**Tracking:** Was a brochure created (Y/N)?

---

**Activity:** Develop activities/materials specific to the watershed that identify receiving waters as well as address specific constituents of concern through a series of recommended actions/behaviors. (Refer to Section 8.d for details).

**Completion:** 2006 – Beyond

**Lead Agency:** County of San Diego

**Tracking:** List of activities conducted.

---

**Activity:** Identify and evaluate efforts by others in the region, which support the goals of the storm water program and pursue partnerships for educational opportunities as appropriate (Refer to Section 8.d for details).

**Completion:** 2004 – Beyond

**Lead Agency:** County and City of San Diego

**Tracking:** List of activities conducted.

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### **OBJECTIVE #4: ENCOURAGE AND ENHANCE STAKEHOLDER INVOLVEMENT WITHIN THE WATERSHED**

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**Activity:** Tijuana River Watershed Copermittees shall collaborate on watershed and regional public participation activities (see Section 7.b.1 for discussion).

**Completion:** On-Going

**Lead Agency:** City of Imperial Beach

**Tracking:** Track the number and purpose of the activities.

---

**Activity:** As necessary, Tijuana River Watershed Copermittees will establish new/attend existing forums to solicit stakeholder input in the development/implementation of the Watershed URMP and other watershed management plans (see Section 7.b.2 for discussion).

**Completion:** On-Going

**Lead Agency:** City of Imperial Beach

**Tracking:** Track the number and purpose of the activities.

---

<b>Activity:</b>	Continue utilizing the Project Clean Water website as venue where stakeholders can go to learn more about what the water quality issues are and how they can get involved in resolving them (see Section 7.b.3 for discussion).
<b>Completion:</b>	On-Going
<b>Lead Agency:</b>	County of San Diego
<b>Tracking:</b>	Identify Project Clean Water activities seeking stakeholder involvement.
<hr/>	
<b>Activity:</b>	Watershed Advisory Committee for the Tijuana River Watershed (US and Mexico) will meet bi-yearly to develop a comprehensive watershed management plan for the Tijuana River Watershed (see Section 7.b.2 for discussion).
<b>Completion:</b>	March 2005 (Prop 13 comprehensive plan due)
<b>Lead Agency:</b>	County of San Diego
<b>Tracking:</b>	Task Completion (Y/N) – Meeting agendas on website.
<hr/>	
<b>Activity:</b>	Reports shall be presented in a publicly advertised forum before the Imperial Beach City Council before being submitted to the RWQCB (see Section 7.b.4 for discussion).
<b>Completion:</b>	2003 – Beyond
<b>Lead Agency:</b>	City of Imperial Beach
<b>Tracking:</b>	Task Completion (Y/N). City Council minutes.
<hr/>	
<b>Activity:</b>	Track the number of projects that completed CEQA documentation and Stormwater Management Plan (see Section 7.b.4 for discussion).
<b>Completion:</b>	2003 – Beyond
<b>Lead Agency:</b>	Each Copermittee is equally responsible for activity completion
<b>Tracking:</b>	Number of projects that completed CEQA and Stormwater Management Plan
<hr/>	
<b>Activity:</b>	The Task Force will continue to meet routinely to advise and solicit comments on stormwater related issues (see Section 7.b.4 for discussion).
<b>Completion:</b>	2003 – Beyond
<b>Lead Agency:</b>	City of San Diego
<b>Tracking:</b>	Meeting agenda/minutes.
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